



AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL



SPONSORSHIP PROSPECTUS

2023 Events



SYMPOSIUM 2023

AUSTRALIAN FOOD & GROCERY COUNCIL

17 August 2023

Pullman Hotel, Albert Park, Melbourne

The Australian Food and Grocery Council's 2023 Symposium is a one-day event designed to give participants relevant, real-world insights into the challenges, changes and opportunities that exist for our vitally important food, beverage and grocery sector.

Industry experts from around Australia and the world will discuss the big picture for the food and grocery sector. Delegates can tailor their choices to a presentation stream that is most relevant to their role and interests, with specialised channels covering Sales, Supply Chain and Sustainability. The AFGC 2023 Symposium is targeted for maximum relevance to industry practitioners and is priced to allow companies to optimise attendance across functions. This is an event run by industry, for industry and is one not to be missed.

The AFGC Symposium provides an opportunity for Directors and Managers from Australian food, beverage and grocery manufacturers and supply companies to discuss topical issues within the industry. The Symposium provides unique opportunity to gain insight from thought leaders, anticipate future trends, share practical experiences and to virtually network with industry peers in a truly unique fast moving consumer goods event.

Sponsorship opportunities

Standard Symposium Exhibitor \$5,500 Inc GST

- ▶ 3m x 2m booth
- ▶ Exhibitor profile on Symposium event website
- ▶ Exhibitor profile in conference app
- ▶ Provision of two exhibitor passes

Large Symposium Exhibitor \$9,500 Inc GST - limited to 4

- ▶ 6m x 2m booth
- ▶ Exhibitor profile on Symposium event website
- ▶ Exhibitor profile in conference app
- ▶ Provision of two exhibitor passes

Booth + I-zone speaking spot \$12,500 Inc GST - limited to 6

- ▶ 3m x 2m booth
- ▶ 20-minute speaking spot – programmed between 8.45am and 9.45am and during lunch break*
- ▶ Exhibitor profile on Symposium event website
- ▶ Provision of two exhibitor passes**
- ▶ Speaker profile and session overview included in program on website and conference app
- ▶ Exhibitor profile in conference app

*AFGC cannot guarantee attendance

** To attend the Symposium sessions, a full registration will be required

AFGC will provide booth infrastructure including signage, lighting, and power. All furniture and audio visual to be ordered by exhibitor.

SELLING FAST



Coffee Cart Sponsor \$12,500 Inc GST

- ▶ Symposium registration x 3 valued at \$1,950
- ▶ Freestanding banner positioned on either side of the coffee cart for the duration of the Symposium
- ▶ One trestle table positioned next to the coffee cart
- ▶ Branding on both sides in plenary and breakout rooms
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn
- ▶ Branding on the sponsor page of the conference app and the ability to include a PDF document of whitepaper for delegates to download
- ▶ Ability to provide signage for front of coffee cart (at cost of sponsor)
- ▶ Ability to provide branded cups - if sponsor wishes to provide keep cups, it is also a requirement that takeaway coffee cups are made available. Takeaway coffee cups can be provided by venue, or sponsor can provide branded takeaway coffee cups (at cost of sponsor)

Networking Drinks Sponsor \$22,000 Inc GST

- ▶ Symposium registration x 5 valued at \$3,250
- ▶ 2 x freestanding banners within function area
- ▶ 3 minute welcome at networking drinks
- ▶ Company logo alongside networking drinks on Symposium app program
- ▶ Company logo alongside networking drinks on Symposium website program
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn
- ▶ Branding on the sponsor page of the conference app and the ability to include a PDF document of whitepaper for delegates to download
- ▶ Opportunity to provide branded items such as coasters, napkins etc. (provided by sponsor)

Symposium Wi-Fi sponsor \$6,000 Inc GST

- ▶ Symposium registration x 2 valued at \$1,300
- ▶ Symposium wi-fi named [your company] wi-fi. Sponsor to select name and password
- ▶ Branded signage at registration desk and entrance to plenary room with wi-fi details
- ▶ Wi-fi details listed in conference app
- ▶ AFGC event website including link to your preferred URL
- ▶ Your brand included in event eDMs to AFGC database (approximately 3,000 contacts)
- ▶ Event sponsor announcement posted on LinkedIn

Venue

Pullman Hotel, Albert Park, Melbourne



External view of the event venue



The Ball Room



Exhibition space



Entry to the event space

2023 EVENT SPONSORSHIP APPLICATION FORM

Please return this completed form to AFGC by email to adelina.lavita@afgc.org.au to secure sponsorship.

Section A – Sponsor Contact and Company Details	
Name	
Position	
Company	
Address	
Phone	
Email	
Section B – Sponsorship Details and total cost	
Sponsorship Package name	Event: Sponsorship Package number: Sponsorship Package cost:
	Event: Sponsorship Package number: Sponsorship Package cost:
	Event: Sponsorship Package number: Sponsorship Package cost:
Apply 10% discount for more than 1 package	
Total amount \$	
Section C – Authorisation and signatory details	
Name	
Position	
Signature	
Date	

Section D – Payment details

A tax invoice for the full amount of your event sponsorship will be issued upon receipt of this form by the AFGC. Full payment is required by the AFGC no later than 30 days after invoice date, and no later than 30 days prior to the event date.

☐ Payment by **Invoice**. Please fill in the details below:

Invoice to: Name	
Invoice email: (Accounts Payable)	
Invoice address: (if different to Section A)	
Purchase Order #:	
Invoice total (inc GST)	

☐ Paying by **Credit Card**

Payment Details	Please note that all credit card payments will incur a 3% processing fee, including any refunds	
Card Type	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Diners	
Card Number		Exp date:
Cardholder name		
Amount		
Signature		



TERMS AND CONDITIONS

- Event sponsorship is for the nominated event(s) as specified in the sponsorship details section – **Section B – Sponsorship Details and total cost.**
- The cost of AFGC Event Sponsorship is \$.....(excluding any credit card surcharge). This is the amount shown in **Section B – Sponsorship Details and total cost.**
- Sponsorship in no way guarantees a speaking position, unless specifically listed under sponsorship entitlements within the package.
- AFGC reserves the right to invite speakers relevant to 2023 event programs and acknowledge the contribution of other companies who may assist with the program and/or speaker costs, even if they are not current 2023 event sponsors.
- AFGC reserves the right to cancel any event without consultation with sponsors. Under such circumstances all sponsorship agreements will be rendered void and AFGC will refund any sponsorship money paid, less an agreed amount for benefits already provided.
- All sponsorship packages are issued on an annual basis unless otherwise specified.
- Full payment is required 1 month prior to an event date. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by AFGC, unless an agreement has been made with the Director Membership and Business Operations.
- To accept these terms and conditions for any 2023 event, please complete and sign below and return to AFGC emailing both Adelina.lavita@afgc.org.au and Samantha.shanks@afgc.org.au
- The Sponsorship Application Form must also accompany the signed Terms and Conditions.

The (Company name)
Fully accepts and understands the terms and conditions outlined above for the specified 2023 Event Sponsorship.

Full Name:

Position:

Signature:

Date.....

Approved by AFGC Director, Membership and Business Operations, Adelina La Vita

SIGNATURE_____ DATE: _____

FURTHER INFORMATION

Adelina La Vita, Director, Membership and Business Operations
Australian Food and Grocery Council
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Kingston ACT 2604
Mobile: 0488 342959

Email: adelina.lavita@afgc.org.au